

Amendments to the claims:

1. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services for receiving on behalf of a plurality of offeror content providers, an indication from an offeree acknowledging acceptance of an offer to provide assistance presented to the offeree by one of the plurality of offeror content providers, the communications services further comprising services for registering said indication in one or more data queues, and services for allowing one or more agents to select said registered indication from said data queues so as to facilitate said assistance; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions;

wherein the assistance is selectively facilitated by one of the plurality of agents based upon a value assigned to the assistance by the plurality of agents, and the value is a monetary value.

2. (previously presented) The computer system of claim 1, wherein said indication is registered in the data queues regardless of availability of the agents.
3. (previously presented) The computer system of claim 2, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the indication.

4. (original) The computer system of claim 2, wherein select ones of the plurality of data queues are each associated with one or more subject matters.
5. (previously presented) The computer system of claim 4, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by at least one of the offeror content providers.
6. (original)The computer system of claim 5, wherein the indication is registered in a data queue having a subject matter that corresponds to a topic associated with the hypertext link.
7. (previously presented) The computer system of claim 4, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the offeror content providers.
8. (original) The computer system of claim 1, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by one of the plurality of offeror content providers, and corresponding to at least one of a plurality of subject matters.
9. (previously presented) The computer system of claim 8, wherein the data queues are

topically organized and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

10. (previously presented) The computer system of claim 9, wherein the assistance is selectively facilitate by one of the plurality of agents based upon the one or more subject corresponding to the electronic question.

11. (cancelled)

12. (cancelled)

13. (currently amended) The computer system of claim ~~11~~ 1, wherein the plurality of agents bid against each other to obtain a right to facilitate the assistance.

14. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system for offering assistance to an offeree on behalf o an offeror, the communications services further comprising sercies for receiving an indication from the offeree acknowledging acceptance of said offer, services for registering said indication in one or more data queues, and services for allowing at least one of a plurality of agents to select said registered indication from said data queues so as to facilitate said assistance; and
an execution unit coupled to the storage medium for executing the plurality of

programming instructions;

wherein the assistance is selectively facilitated by one of the plurality of agents based upon a value assigned to the assistance by the plurality of agents, and the value is a monetary value.

15. (previously presented) The computer system of claim 14, wherein said indication is registered in the data queues regardless of availability of the agents.
16. (previously presented) The computer system of claim 15, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the indication.
17. (original) The computer system of claim 15, wherein select ones of the plurality of data queues are each associated with a topical subject matter.
18. (previously presented) The computer system of claim 17, wherein the indication of the offeree's acceptance is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.
19. (original) The computer system of claim 18, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.

20. (previously presented) The computer system of claim 17, wherein the indication of the offeree's acceptance is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the offeror.
21. (previously presented) The computer system of claim 14, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by the offeror, and corresponding to at least one of a plurality of subject matters.
22. (previously presented) The computer system of claim 21, wherein the data queues are topically organized and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.
23. (previously presented) The computer system of claim 22, wherein the assistance is selectively facilitated by one of the plurality of agents based upon the one or more subject matters corresponding to the electronic question.
24. (cancelled)
25. (cancelled)

26. (currently amended) The computer system of claim 24 14, wherein the plurality of agents bid against each other to obtain a right to facilitate the assistance.

27. (currently amended) A computer system comprising:

a web server for presenting an offer of assistance to an offeree
on behalf of an offeror content provider;

means for registering said indication in one or more data queues; and

means for allowing at least one of a plurality of agents to select the registered indication from the data queues so as to facilitate said assistance;

wherein the assistance is selectively facilitated by one of the plurality of agents based upon a value assigned to the assistance by the plurality of agents, and the value is a monetary value.

28. (previously presented) The computer system of claim 27, wherein said indication is registered in the data queues regardless of availability of the agents.

29. (previously presented) The computer system of claim 28, wherein the data queues are each associated with subject matters.

30. (original) The computer system of claim 28, wherein acknowledging acceptance of the offer further comprises transmitting an indicator to the offeror content provider.

31. (previously presented) The computer system of claim 30, wherein the indication from the

offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror content provider.

32. (original) The computer system of claim 31, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.
33. (previously presented) The computer system of claim 29, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the web server in association with a web page sponsored by the offeror content provider.
34. (previously presented) The computer system of claim 27, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by the offeror content provider, and corresponding to at least one of a plurality of subject matters.
35. (previously presented) The computer system of claim 34, wherein the data queues are topically organized and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.
36. (previously presented) The computer system of claim 35, wherein the assistance is selectively facilitated by one of the plurality of agents based upon the one or more

subject matters corresponding to the electronic question.

37.(cancelled)

38.(cancelled)

39. (currently amended) The computer system of claim ~~37~~ 27, wherein the plurality of independent agents bid against each other to obtain a right to facilitate the assistance.

40. (new) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services for receiving on behalf of a plurality of offeror content providers, an indication from an offeree acknowledging acceptance of an offer to provide assistance presented to the offeree by one of the plurality of offeror content providers, the communications services further comprising services for registering said indication in one or more data queues, and services for allowing one or more agents to select said registered indication from said data queues so as to facilitate said assistance; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions;

wherein the assistance is selectively facilitated by one of the plurality of agents based upon a value assigned to the assistance by the plurality of agents, and the plurality of agents bid against each other to obtain a right to facilitate the assistance.

41. (new) The computer system of claim 40, wherein said indication is registered in the data queues regardless of availability of the agents.

42. (new) The computer system of claim 41, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the indication.
43. (new) The computer system of claim 41, wherein select ones of the plurality of data queues are each associated with one or more subject matters.
44. (new) The computer system of claim 43, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by at least one of the offeror content providers.
45. (new) The computer system of claim 44, wherein the indication is registered in a data queue having a subject matter that corresponds to a topic associated with the hypertext link.
46. (new) The computer system of claim 43, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the offeror content providers.
47. (new) The computer system of claim 40, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with

content provided by one of the plurality of offeror content providers, and corresponding to at least one of a plurality of subject matters.

48. (new) The computer system of claim 47, wherein the data queues are topically organized and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

49. (new) The computer system of claim 48, wherein the assistance is selectively facilitate by one of the plurality of agents based upon the one or more subject corresponding to the electronic question.

50. (new) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system for offering assistance to an offeree on behalf o an offeror, the communications services further comprising sercies for receiving an indication from the offeree acknowledging acceptance of said offer, services for registering said indication in one or more data queues, and services for allowing at least one of a plurality of agents to select said registered indication from said data queues so as to facilitate said assistance; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions;

wherein the assistance is selectively facilitated by one of the plurality of agents based upon a value assigned to the assistance by the plurality of agents, and the plurality

of agents bid against each other to obtain a right to facilitate the assistance.

51. (new) The computer system of claim 50, wherein said indication is registered in the data queues regardless of availability of the agents.

52. (new) The computer system of claim 51, wherein the data queue is provided by a data storage device of a call server, and the selection of said indication by an agent triggers a communication session between said offeree and the agent selecting the indication.

53. (new) The computer system of claim 51, wherein select ones of the plurality of data queues are each associated with a topical subject matter.

54. (new) The computer system of claim 53, wherein the indication of the offeree's acceptance is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.

55. (new) The computer system of claim 54, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.

56. (new) The computer system of claim 53, wherein the indication of the offeree's acceptance is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the

offeror.

57. (new) The computer system of claim 50, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by the offeror, and corresponding to at least one of a plurality of subject matters.
58. (new) The computer system of claim 57, wherein the data queues are topically organized and are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.
59. (new) The computer system of claim 58, wherein the assistance is selectively facilitated by one of the plurality of agents based upon the one or more subject matters corresponding to the electronic question.